# WINSTON WEEKENDS

# POS Menu

518439700

THAT'S WORTH A WINSTON

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON
WEEKENDS

TO ALL DIVISION MANAGERS

The following pages highlight a number of support pieces designed to enhance the awareness and participation in the biggest continuity effort ever launched on Winston...WINSTON WEEKENDS.

Please review each item and the description provided as well as the cost per SKU.

Although there is not a budget limitation on the quantities you order, we ask that you order only what you realistically think you can use. We are dealing with a limited budget for 1993 and every dollar must work hard for us.

Upon review and determination of your needs, please follow the SMS order instructions on the last page of this folder and place all orders in the system by the requested date.

We are obviously extremely excited about the opportunity this program offers in protecting our franchise and converting competitive smokers to Winston.
We are sure each of you will see the excitement and results at retail first hand.

Sincerely,

W. J. Duffy
Sales Planning Manager
Winston

B.K. Stockdale
Sr. Marketing Manager
Winston

C.S. Nicholson
Marketing Manager
Winston

51843 9701

THAT'S WORTH A WINSTON

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON
WEEKENDS

## Small Laminated Display Attachment Calendar

Dimensions: 5 1/2"W x 7"H closed

Description: Designed to attach to PCD's and Preferred Presence Units to serve as a smaller "flip through" version of the large laminated wall calendar. This unit is very similar to the small laminated Camel Cash piece worked in 1992.

Packing Per SKU: 25

Cost Per SKU: $71.00

Item # (Virginia/Mass./Mich. version): 402514

Item # (Balance of U.S.): 397938

51843 9702

**THAT'S** WORTH A **WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON WEEKENDS

# Large Laminated Wall Calendar Catalog

Dimensions: 10 1/2"W x 13 3/4"H closed

Description: Designed to hang on wall in a self service location. Will serve as a wall calendar for customers and retailers as well as a vehicle for consumers to flip through and review the program.

Packing Per SKU: 10

Cost Per SKU: $46.00

Item #: 397927

Note: Will not be available for Michigan, Virginia or Massachusetts.

51843 9703

**THAT'S WORTH A WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON
WEEKENDS

## 6′ x 3′ Banner

Dimensions: 72"W x 36"H

An indoor or outdoor poly banner for strong advertising presence.

Packing per SKU: 10

Cost per SKU: $57.00

Item #: 403416

51843 9704

**THAT'S** WORTH A **WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON WEEKENDS

## Profile Decal

Dimensions: 10 1/2"W x 15"H

Two sided profile decal is an eye-catching sign for the retailers window.

Packing per SKU: 25

Cost per SKU: $58.00

Item #: 403812

51843 9705

**THAT'S** WORTH A **WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON WEEKENDS

## Counter Easel

Dimensions: 8"W x 11 1/2"H

Counter easel can add impact to accounts with limited counter space.

Packing per SKU: 10

Cost per SKU: $14.00

Item #: 403823

51843 9706

**THAT'S** WORTH A **WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tpvp0000

WINSTON WEEKENDS

## Counter Unit

Dimensions: 9"W x11"D

Description: Attention-getting counter unit for the Winston Weekends calendar/catalog. Unit is loaded with 50 Catalogs and is a pre-packed shipper unit. These units will be allocated to your division so you will not need to order in the book. Additionally, one unit will be sent directly to all A,B,C and E accounts one week prior to DTS (including C13's) nationally to assist in rapid implementation of this program at retail. Calendar catalogs will also be hole punched in the event they need to be hung on ply board or a gondola hanger.

Packing Per SKU: 1

Item # (Virginia/Mass./Mich. version): 403141

Item # (Balance of U.S.): 397916

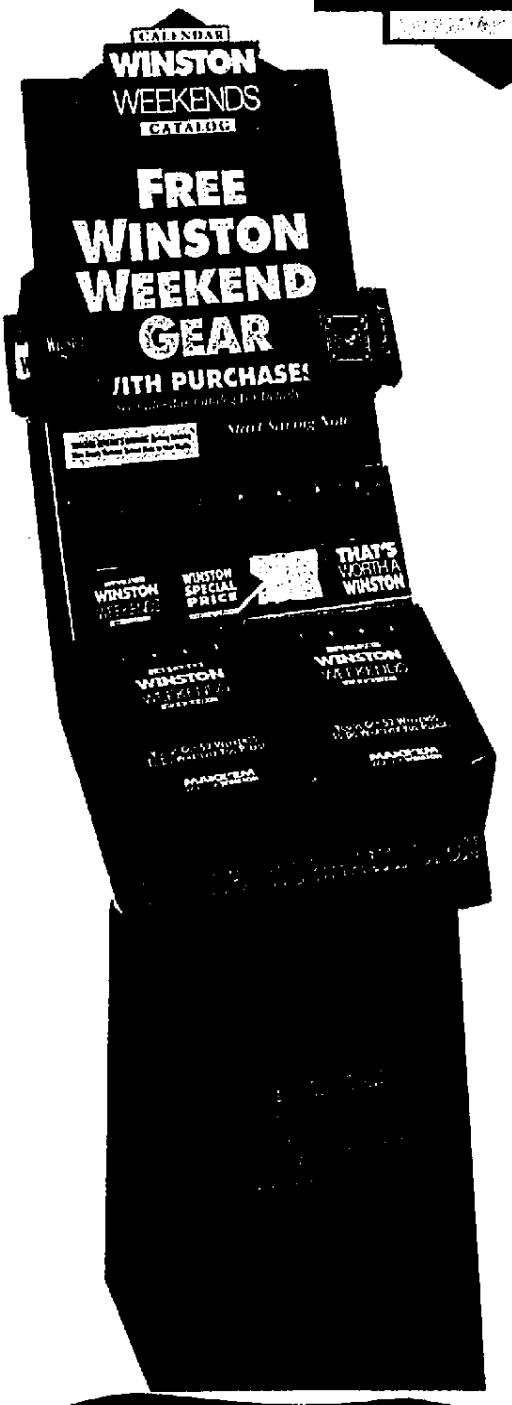
Note: Michigan, Massachusetts, Virginia display will hold 100 brochures that do not include the calendar or sweepstakes portion due to state laws.

51843 9707

**THAT'S WORTH A WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON
WEEKENDS




## Floor Base Unit

Dimensions: 14 1/2" W x 18 1/2" D x 60" H

Description: Impactful floor stand with attention getting flashing lights around the Weekends logo.

This floor stand will hold two of the calendar shipper units (Counter Units) that will be allocated to your Division. This unit also holds product and a 24" Promo Card so that Product Buydowns can be sold in conjunction with the Weekends Floor Base placement.

Obviously other promotional offers (B1G1F, Coupons) could also be placed in this product section. For stores that will not allow product on self service, this section can be left empty without the unit looking like it's missing something.

Packing Per SKU: 5

Cost Per SKU: $88.00

Item # (Pedestal & Riser Only, No Calendars): 397905

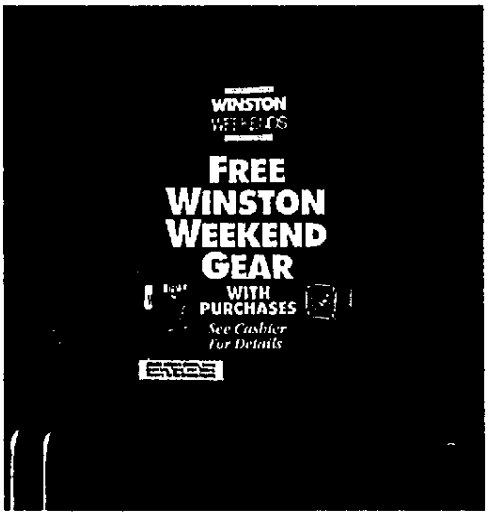
51843 9708

**THAT'S** WORTH A **WINSTON**

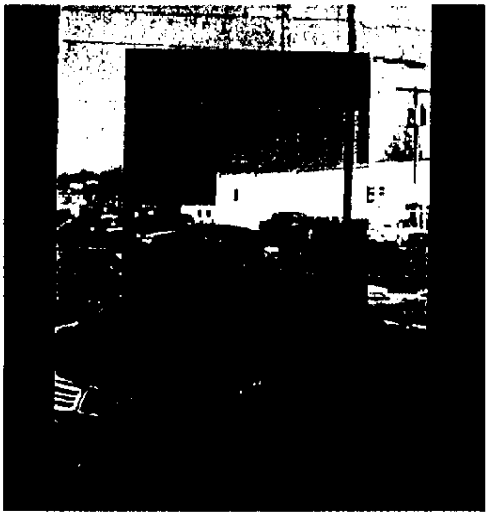
Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON WEEKENDS

# Contra Vision Window Unit




Outside View



Inside View

Dimensions: 24W" x 35H"

Description: Ideal piece for blocking out the sun while impactfully communicating Winston Weekends availability in store. Adheres to the window without air bubbles and is easily removed. The consumers see "Winston Weekends" from the outside of the store but inside retailers have a perfectly clear view of their lot.

Packing Per SKU: 10

Cost Per SKU: $284.00

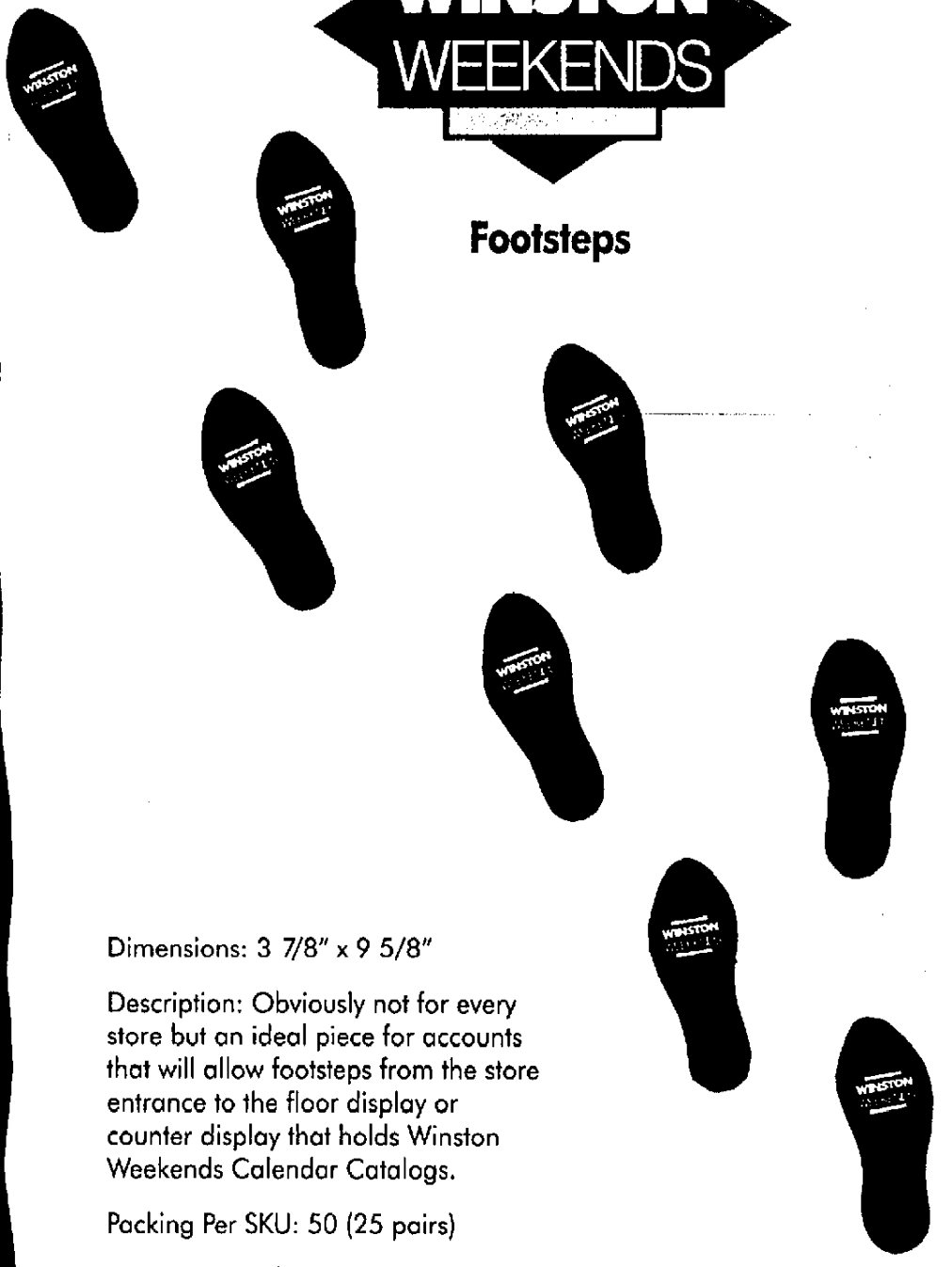
Item #: 397949

51843 9709

**THAT'S** WORTH A **WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON WEEKENDS



## Footsteps

Dimensions: 3 7/8" x 9 5/8"

Description: Obviously not for every store but an ideal piece for accounts that will allow footsteps from the store entrance to the floor display or counter display that holds Winston Weekends Calendar Catalogs.

Packing Per SKU: 50 (25 pairs)

Cost Per SKU: $29.00

Item #: 401634

51843 9710

**THAT'S** WORTH A **WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON WEEKENDS

## Change Mat with Interchangeable 24" Promotion Card Capability

Dimensions: 19 1/2W" x 19 1/2"H

Description: This thin change mat is an excellent piece at the point-of-purchase to provide promotion specific communication and/or message to ask cashier for details. It comes with an adhesive backing to adhere to the counter.

Packing Per SKU: 25

Cost Per SKU: $100.00

Item #: 397960

51843 9711

**THAT'S** WORTH A **WINSTON**

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000

WINSTON WEEKENDS

# Work Sheet

## SMS Order Placement Procedures

| Division/District Name |
|---|
| Division/District # |

| Description | Item Number | Quantity Per SKU | Cost Per SKU | Order Quantity |
|---|---|---|---|---|
| LRG Laminated Wall Calendar/Catalog | 397927 | 10 | $46.00 | |
| Sm Laminated Display Attach. Catalog (Mich., Mass., Virginia) | 402514 | 25 | $71.00 | |
| Sm Laminated Display Attach. Catalog (Balance of U.S.) | 397938 | 25 | $71.00 | |
| Change Mat with/ Interchangeable 24" Promo Card | 397960 | 25 | $100.00 | |
| Contra Vision Window Unit | 397949 | 10 | $284.00 | |
| Footsteps | 401634 | 50 | $29.00 | |
| Floor Base Unit | 397905 | 5 | $88.00 | |
| Banner (6' x 3') | 403416 | 10 | $57.00 | |
| Profile Decal | 403812 | 25 | $58.00 | |
| Counter Easel | 403823 | 10 | $14.00 | |
| | | | | TOTAL |

To speed and reduce administrative duties, we are using the Workplan Module to compile quantities for introductory materials.

**Procedures:**

1. Function 555 (Workplan Module)
2. Access plan name: WWC-693 (Winston Weekends continuity)
3. Category available to access:
   - Support
4. You must select by the detail function to enter quantities, details either to assignment or division level.
5. To update the quantities selected you must use the PF4 key to validate entries.
6. Window available for updates: 2/15/93
7. Window automatically closes: 3/5/93 (at midnight EST)
8. Quantities must be entered by SKU's

51843 9712

THAT'S WORTH A WINSTON

Source: https://www.industrydocuments.ucsf.edu/docs/tnvp0000